# ALEXANDER J RICHÅRDSON
# CREATIVE PORTFOLIO

I have a background in advertising and marketing from a young age. Before I went to university I was working for companies such as Samsung, Three and Archant.

Since then not only have I been working on completing my degree in Graphic Communications, my ambition and entrepreneurship is evidential in that I started my own design, marketing and web development company which currently has 25 clients.

My broad spectrum of abilities and avant-garde approach to ideas along with my portfolio are exciting to say the least.

Taking a year out to co-found a web development company in Gothenburg Sweden I familiarised myself with Scandinavian design which has left a significant impression on the way I perceive design.

If I were to receive £1000 I would use it to buy software such as the Adobe Suite. I currently use a version from Pirate Bay that is missing some key software such as AfterEffects.

I would also invest in equipment like a DSLR camera to improve the quality of my film and photography.

Some new clothes a full fridge, freezer, cupboards, and a few beers are not going to hurt either.

*"Maybe others can do the same job, but I will do it in a different way."*

# WEB DESIGN

This first link will take you to my profession portfolio of websites I have created for clients that I have sourced myself.

I have worked with business owners to take their vision, ethos and business aesthetics and turn it in to a digital version displayed as a website.

These pages are created in HTML5, CSS3, Javascript, JQuery, Chrome Dev Tools, Node Js and much more.
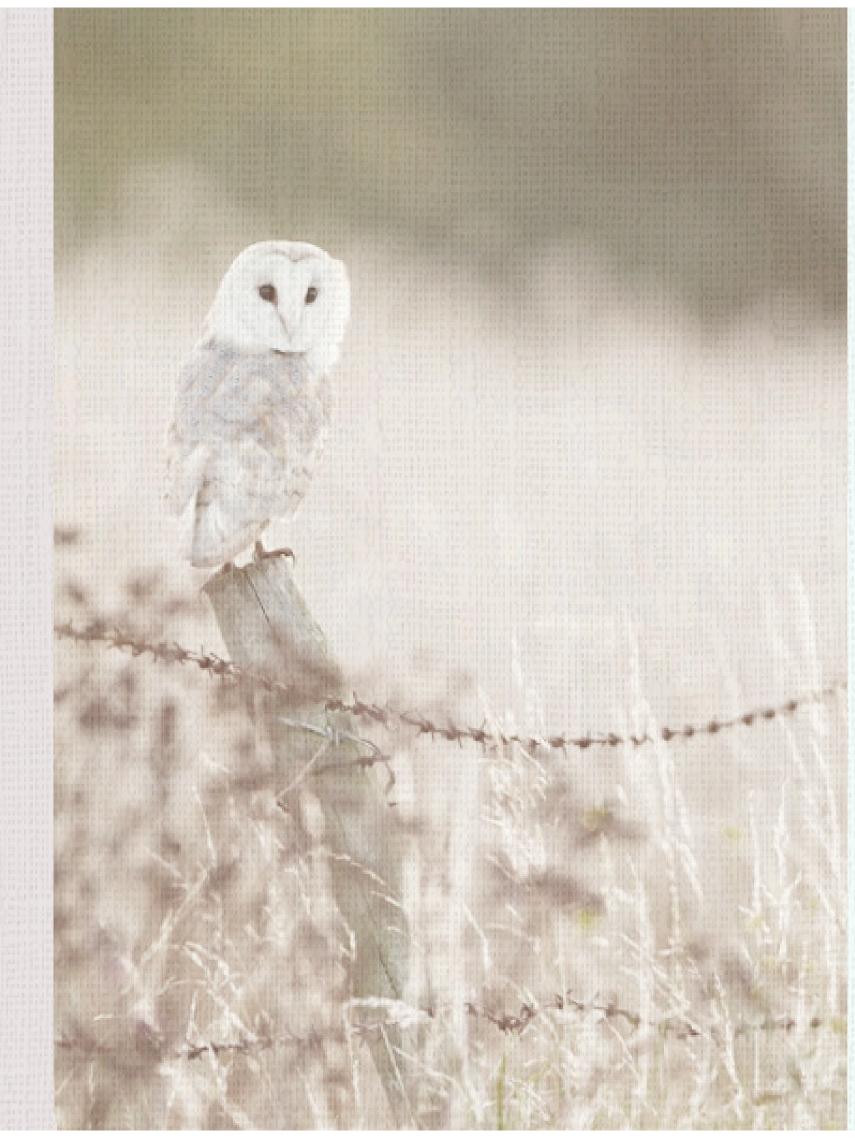
maverickmedia.org.uk

The second link contains some recent University projects and some design work for Maverick Media.

This page will give you a clear understanding of how I design when I get to write my own briefs.

This website also displays progress and development along side some conceptual and dynamic ideas.

alexanderJrichardson.com

# BRANDING + CONCEPTS

This my most recent work and is an ongoing project which is currently titled Lucid.

This is a self-written brief which, will be submitted 19/05/17. The aim is to create and brand a Cryptocurrency in such a way it becomes accepted by the mainstream.
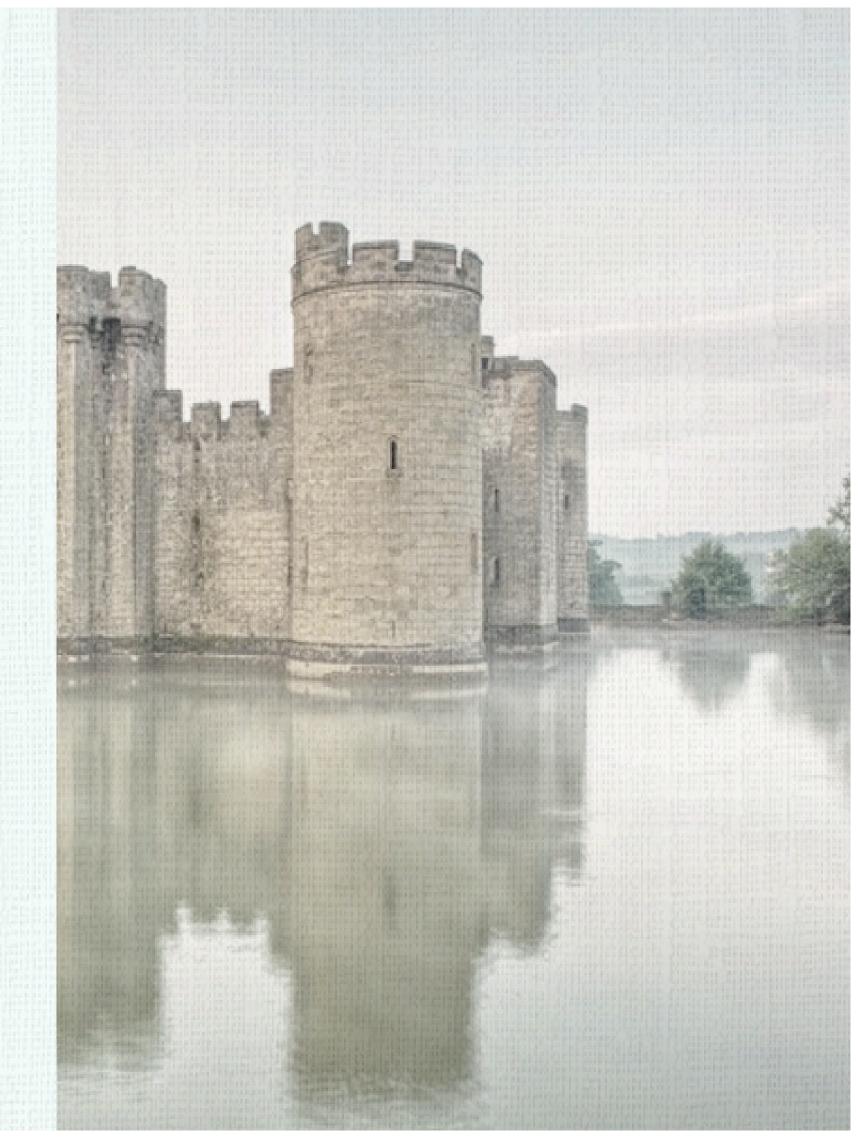
Currently the knowledge of Cryptocurrencies is minimal and few may have heard of the current market leader; Bitcoin.

The ideology behind this new type of currency is to generate a banking system superior to our current model.

Inherently this will take away the power from the elitist bankers who subsequently control our governments.

This revolution is going to be another disruptive innovation sparked by the Internet changing the world as we know it today.

The full outline of the brief, current progress, my design process, marketing ideas and a deeper informative explanation about Cryptocurrencies along with research can be found at the link bellow:

lucidcoin.s3-website-eu-west-1.amazonaws.com

# FILM

The link bellow is a short comedic piece outlines a contrast of video capability I have.

Wilf and I have worked on a selection of freelance work together and we always discus new ideas of films we both have.

Comedy is not normally my strong point hence why in this film I do not do any acting. I did the camera work, some of the editing and developed the script and storyboard.

youtube.com/watch?v=plY3zB_4Dvg

In second year of uni I created this gorilla marketing experiment titled; Project D.D.

The build up of this was to a live hologram of Michael Jackson I created for an event, which made me £2351. This takes the viewer through each stage of the marketing.
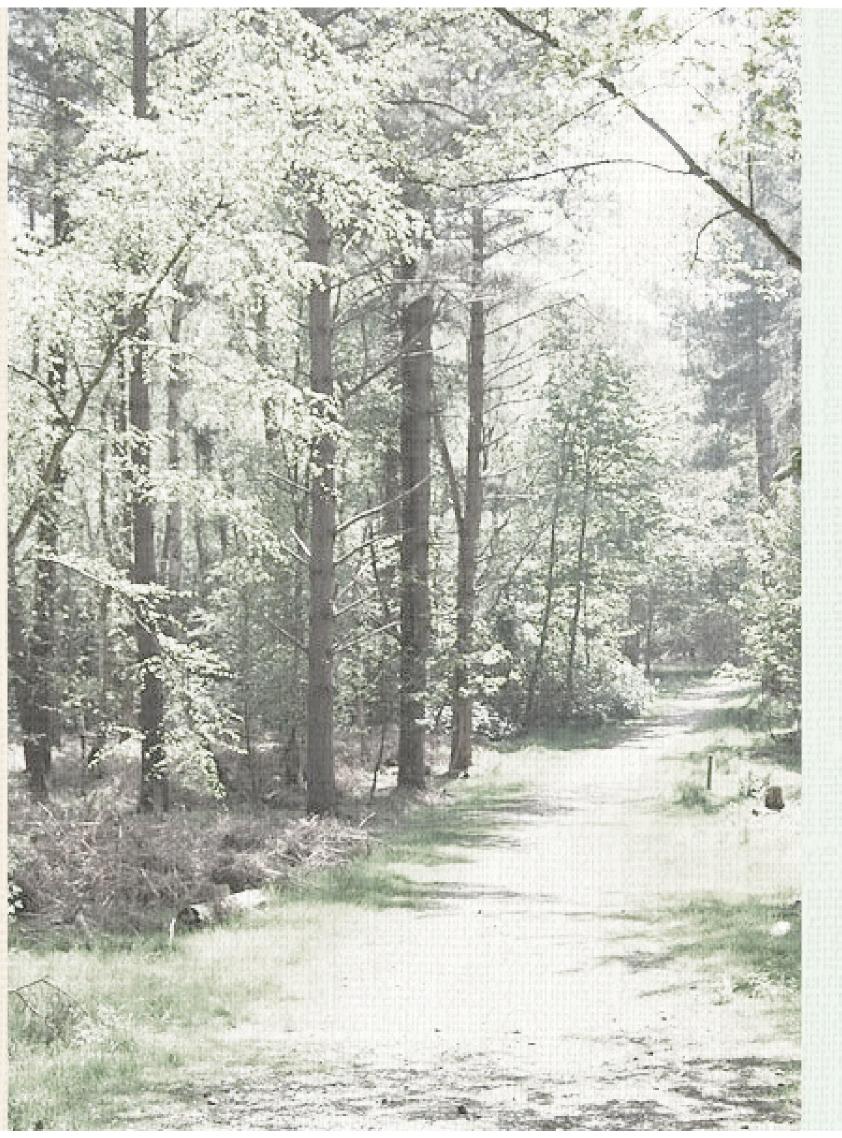
Firstly a graffiti mural of Jackson painted by me, followed by Jackson dollar bills thrown into a crowd at a music festival with a cash prize and a ticket to the event. Following this is the hologram.

youtube.com/watch?v=gNbcxAV_ahI

I was at a house party where I knew everyone there relatively well. I was sure I had met everyone throughout the night, then the morning came to soon.

I looked across and I saw this girl sitting there looking torched and disturbed. I was captivated by this mysterious person and what could be going through her mind.

youtube.com/watch?v=eluZ1iXyEj0
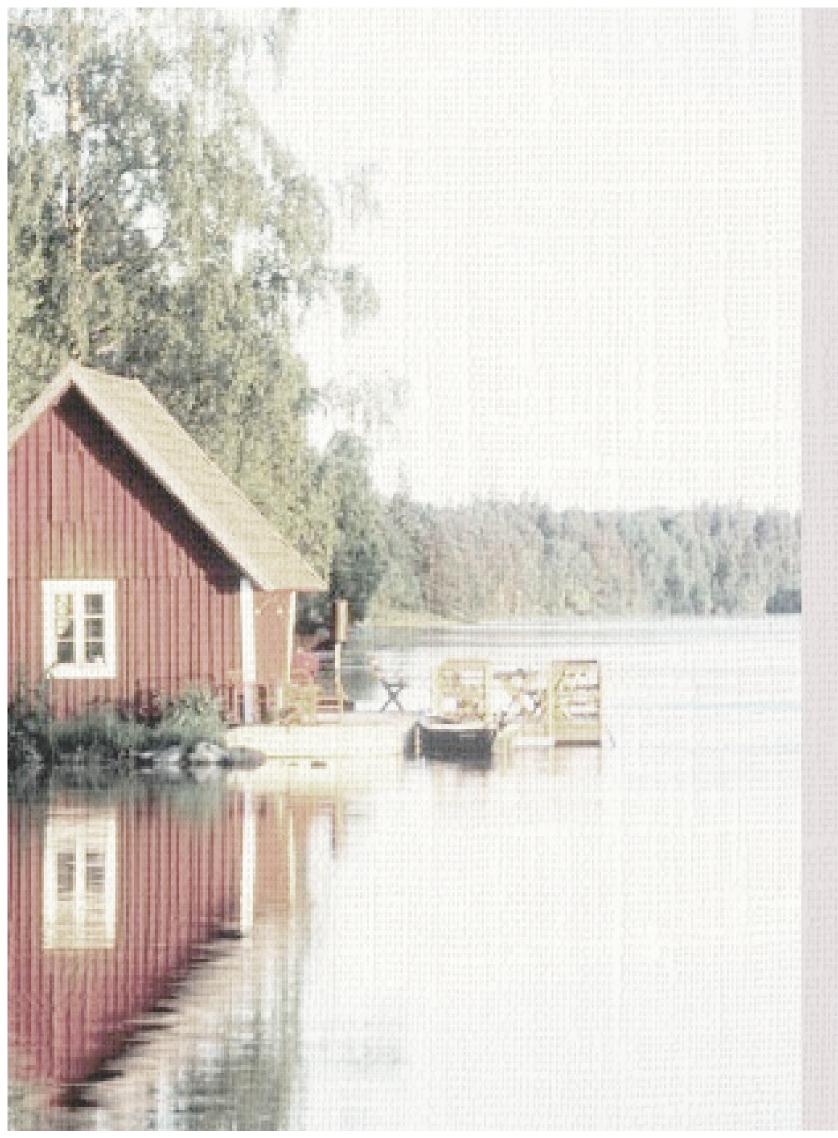
# PRINT+DIGITAL GRAPHIC DESIGN

For a lot of my customers I help them with marketing and design as well as building their websites.

I suggest branding options for them, some of which they may not have already thought of. This may include redesigning their logo, synchronised marketing materials, new business cards and many more.

One of my main responsibilities is creating and designing menus, which represent the business.

My clientele is very broad, from fine dining and take-away restaurants to high-end boutiques and barber shops. I do not discriminate or disappoint customers.

On the website below you can see examples of this on the page titled; Simultaneous Freelance.

alexanderJrichardson.com

# STRENGTHS
# + SKILLS

Branding: 5
Concept: 5
Leadership: 5
Team Work: 5
Creative Innovation: 5
Marketing: 5
Advertising: 5
Following Breif: 5

Photoshop: 5
Indesign: 5
Illustrator: 5
Premier Pro: 5
After Effects: 4
Flash: 4
Blender: 2
Unity: 3

GitHub: 5
HTML5: 5
CSS3: 5
Javascript: 4
JQuery: 4
Chrome Dev Tools: 5
Node Js: 5
Amazon AWS: 5

*1-5 Rating where 1 is the lowest and 5 is the highest*

# ALEXANDER J RICHÅRDSON

This year I will have completed my degree in Graphic Communications with hopes of a First-class honours. Initially the work I submitted was digital design created through the Adobe suite, however the freedom of creativity in my course progressively evolved my work into websites and apps written in HTML, CSS, and Javascript utilizing both Node Js and Jquery.

In 2015 I took a year away from my degree to co-found a web development startup in Sweden. My art and design background and avant-garde approach to aesthetics forefronted me the role of Frontend UX developer. I currently have 25 clients, which I found myself, for whom I create and maintain webpages, advise with marketing, manage social media and create design.

Before I started my degree I had experience working in advertising. This involvement, along with the creative development skills I have learned at Norwich University of the Arts makes me a perfect candidate for this job. Besides being creative in many mediums including music and painting I started my first company at the age of thirteen; I feel my portfolio and entrepreneurship show that my determination for success is evident.

## Education

### Norwich University of the Arts *(Estimated 1st)*

Graphic Communications 2012 - 2017
This degree program covers all aspects of visual design, including; Interactive design, animation, interface design, advertising, web design & graphic design.

Transferable Skills Gained: Undertaking projects in brand and brand extension, information design, concept development and design within the environment.

Additional Skills: Team working and collaborating on a range of creative projects.

Time management, handing in assignments on time whilst running my own company. Analytical skills able to question what I research and critically review it.

Capacity to work independently in order to produce creative, imaginative, commercial work to build my portfolio.

Entrepreneurial skills working on commercial projects with industry. The ability to research, summarise and present key findings clearly and concisely.

### Languages

English, Conversational French & Basic Swedish.

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### Suffolk New College *(Pass)*

Art Foundation Pre Degree 2011 - 2012
Specialised: Painting & Graphic Design.

Other Modules Included: Fine Art, Fashion, 3D Design, Contemporary Art & Animation.

### Suffolk College *(Pass)*

C&G Level 2 Certificate in Plumbing 2007 - 2009
A knowledge in common principles of plumbing, cutting and bending copper tube, installing bathroom Suites, hot and cold water systems, lead working and fault diagnosis.

### St Albans RC High School

GCSE 2002 - 2007
Science (Double Award) C C, English Literature C, English Language C, Maths B, Media A, French B, Product Design C, and Art A.

### Additional Training

Silent Edge Training Harvard
Mobile Technology Training Cambridge
Samsung Android Training London
Javascript Training at Chalmers University

### Software & Skills

HTML5, CSS3, Javascript, NodeJs, Angular, Jquery, Chrome Dev Tools, Edge Animate, After-Effects, Flash, Fireworks, Premiere Pro, Dreamweaver, Illustrator, Photoshop & InDesign

### References:

Available on request, including;
Advertising Directors, Lecturers & Clients.

# EXPERIENCE

## Maverick Media – *Graphic & Web Designer 06/2015 - Present*

After my second year of university I took a year away from my degree to co-found a web development startup in Sweden. I set up the company with a software development student from Chalmers University, where I attended multiple lectures. My artistic background allowed me to provide design input like; knowing which fonts to use, colour schemes, transitions, icons and logos with a fresh outsider perspective to web development. I design using HTML, CSS, Jquery, Javascript, Chrome dev tools, Node js and much more.

I took these skills back with me to the UK in 2016, added marketing and graphic design to create a solo company. I now have 25 clients who I design menus, flyers, posters, manage social media pages, create advertising concepts, build and maintain websites and help with SEO. I offer a multi skilled service, which helps business owners grow their companies. *www.maverickmedia.org.uk

## East Anglian Daily Times – *Advertising Executive 07/2011 - 09/2012*

Before college or university I was working full time for the UK's largest independently owned media company. Initially I started by selling classified advertising space to the public, I broke a record in the first month making over £1000 worth of £1.50 advertising space.

I rapidly was promoted and began to deal with businesses. I came up with new methods of finding customers by creating themed pages, which targeted new business in a refreshing fun and creative way. Shortly after I began to bring in a lot of new business and the advertising director of Archant allowed me to leave the office and sell face to face with customers.

At the age of 19 this helped me with rapport building and confidence in the workplace. I progressed to the new digital team, an online version of the newspaper. In each role I would work closely with my clients and designers to aid in the design of clients ads. This allowed me to become familiar with traditional layout of print and digital advertising.

## Three Mobile – *Sales Executive 10/2010 - 08/2011*

While working with 3 I reached over 100% of my target each week and at one point I was averaging 143% of my target. The atmosphere of working in a fun youthful tech environment inspired me to keep on top of the latest technologies, it showed me the ever-progressing industry of mobile technology.

## Blue Square Marketing – *Area Marketing Manager 06/2010 - 10/2010*

I launched the Samsung Galaxy S in North Essex and South Suffolk. I was promoting this phone in mobile retail stores like Carphone Warehouse to customers and the employees. Working amongst the latest Samsung technology inspired me to be involved in technology. The vast array of gadgets from TVs to Fridges was my first interaction with The Internet of Things.

### Personal Achievements

Sold 500 prints of my paintings in Paris & London.
Commissioned for a selection of graffiti murals.
Website prices risen by over 2000% since I started.
Created a live hologram of Michael Jackson.

### Hobbies

Painting, Film, Photography, Poetry, Guitar, Drums, Gym, Saxophone, Poker, Gym, Basketball, BMXing, Muay Thai Kickboxing, Boxing, Skateboarding, American Football & Longboarding.

*"Maybe other people can do the same job, but I will do it in a different way." Alex Richardson*